

1

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	5A-6A	WAKE UP	:30	\$600.00	09/12-09/14	2	1	2	\$1,200.00	
		Buyline Comment: WAKE UP										
	2	M-F	5A-6A	WAKE UP	:30	\$600.00	09/17-09/21	3	1	3	\$1,800.00	
		Buyline Comment: WAKE UP										
	3	M-TU	5A-6A	WAKE UP	:30	\$600.00	09/24-09/25	1	1	1	\$600.00	
		Buyline Comment: WAKE UP										
	4	W-F	6A-7A	WAKE UP	:30	\$1,000.00	09/12-09/14	2	1	2	\$2,000.00	
		Buyline Comment: WAKE UP										
	5	M-F	6A-7A	WAKE UP	:30	\$1,000.00	09/17-09/21	3	1	3	\$3,000.00	
		Buyline Comment: WAKE UP										
	6	M-TU	6A-7A	WAKE UP	:30	\$1,000.00	09/24-09/25	1	1	1	\$1,000.00	
		Buyline Comment: WAKE UP										
	7	W-F	7A-9A	TODAY SHOW	:30	\$1,500.00	09/12-09/14	2	1	2	\$3,000.00	
		Buyline Comment: TODAY SHOW										
	8	M-F	7A-9A	TODAY SHOW	:30	\$1,500.00	09/17-09/21	3	1	3	\$4,500.00	
		Buyline Comment: TODAY SHOW										
	9	M-TU	7A-9A	TODAY SHOW	:30	\$1,500.00	09/24-09/25	1	1	1	\$1,500.00	
		Buyline Comment: TODAY SHOW										
	10	W-F	9A-10A	TODAY SHOW II	:30	\$900.00	09/12-09/14	2	1	2	\$1,800.00	
		Buyline Comment: TODAY SHOW II										

Rep Order# 6849036 Ver# 3 Mod# 1 Status Confirmed Traffic Order# 106190 Printed: 09/13/2012 9:58 AM 2 of 7
 EC'd Yes Last Received: 09/12/2012 6:59 AM Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV. Agency () CAMPAIGN GROUP Rep Firm () PHILADELPHIA
 Advertiser () AFSCME 1600 LOCUST ST Sales Office () AMY MCCREARY
 Product AFSCME PHILADELPHIA, PA 19102 Salesperson ()
 Estimate# Agency C/P1/P2/E Flight Dates 09/12/2012 - 09/25/2012 Salesperson Phone# 215-568-6540
 Buyer LISA CABANEL Hiatus Weeks Salesperson FAX# 215-568-1845
 Phone#
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-F	9A-10A	Buyline Comment: TODAY SHOW II	:30	\$900.00	09/17-09/21	3	1	3	\$2,700.00	
	12	M-TU	9A-10A	Buyline Comment: TODAY SHOW II	:30	\$900.00	09/24-09/25	1	1	1	\$900.00	
	13	W-F	10A-11A	Buyline Comment: TODAY SHOW III	:30	\$450.00	09/12-09/14	2	1	2	\$900.00	
	14	M-F	10A-11A	Buyline Comment: TODAY SHOW III	:30	\$450.00	09/17-09/21	3	1	3	\$1,350.00	
	15	M-TU	10A-11A	Buyline Comment: TODAY SHOW III	:30	\$450.00	09/24-09/25	1	1	1	\$450.00	
	16	W-F	11A-12P	Buyline Comment: RACHEL RAY	:30	\$325.00	09/12-09/14	2	1	2	\$650.00	
	17	M-F	11A-12P	Buyline Comment: RACHEL RAY	:30	\$325.00	09/17-09/21	3	1	3	\$975.00	
	18	M-TU	11A-12P	Buyline Comment: RACHEL RAY	:30	\$325.00	09/24-09/25	1	1	1	\$325.00	
	19	W-F	12P-1230P	Buyline Comment: NEWS	:30	\$425.00	09/12-09/14	2	1	2	\$850.00	
	20	M-F	12P-1230P	Buyline Comment: NEWS	:30	\$425.00	09/17-09/21	3	1	3	\$1,275.00	
	21	M-TU	12P-1230P	Buyline Comment: NEWS	:30	\$425.00	09/24-09/25	1	1	1	\$425.00	

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Red Firm

Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

Spots/Week	# of Weeks	Total Spots	Total
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1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9
10	10	10	10
11	11	11	11
12	12	12	12
13	13	13	13
14	14	14	14
15	15	15	15
16	16	16	16
17	17	17	17
18	18	18	18
19	19	19	19
20	20	20	20
21	21	21	21
22	22	22	22
23	23	23	23
24	24	24	24
25	25	25	25
26	26	26	26
27	27	27	27
28	28	28	28
29	29	29	29
30	30	30	30
31	31	31	31
32	32	32	32
33	33	33	33
34	34	34	34
35	35	35	35
36	36	36	36
37	37	37	37
38	38	38	38
39	39	39	39
40	40	40	40
41	41	41	41
42	42	42	42
43	43	43	43
44	44	44	44
45	45	45	45
46	46	46	46
47	47	47	47
48	48	48	48
49	49	49	49
50	50	50	50
51	51	51	51
52	52	52	52
53	53	53	53
54	54	54	54
55	55	55	55
56	56	56	56
57	57	57	57
58	58	58	58
59	59	59	59
60	60	60	60
61	61	61	61
62	62	62	62
63	63	63	63
64	64	64	64
65	65	65	65
66	66	66	66
67	67	67	67
68	68	68	68
69	69	69	69
70	70	70	70
71	71	71	71
72	72	72	72
73	73	73	73
74	74	74	74
75	75	75	75
76	76	76	76
77	77	77	77
78	78	78	78
79	79	79	79
80	80	80	80
81	81	81	81
82	82	82	82
83	83	83	83
84	84	84	84
85	85	85	85
86	86	86	86
87	87	87	87
88	88	88	88
89	89	89	89
90	90	90	90
91	91	91	91
92	92	92	92
93	93	93	93
94	94	94	94
95	95	95	95
96	96	96	96
97	97	97	97
98	98	98	98
99	99	99	99
100	100	100	100

2	I	2	\$650
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3
1
3
5975

1	1	\$325
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2	1	2	\$650
---	---	---	-------

3	1	3	\$975
---	---	---	-------

1	1	\$325
---	---	-------

	1	2	\$900
2			

3	1	3	\$1,3
---	---	---	-------

1	1	\$450
---	---	-------

	1	2	\$1,4
2			

3	1	3	\$2,1
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Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	33	M-TU	4P-5P	NEWS	:30	\$700.00	09/24-09/25	1	1	1	\$700.00	
		Buyline Comment: NEWS										
	34	W-F	5P-630P	NEWS	:30	\$1,200.00	09/12-09/14	2	1	2	\$2,400.00	
		Buyline Comment: NEWS										
	35	M-F	5P-630P	NEWS	:30	\$1,200.00	09/17-09/21	3	1	3	\$3,600.00	
		Buyline Comment: NEWS										
	36	M-TU	5P-630P	NEWS	:30	\$1,200.00	09/24-09/25	1	1	1	\$1,200.00	
		Buyline Comment: NEWS										
	37	SU	830P-930P	NEWS	:30	\$1,800.00	09/16-09/23	1	2	2	\$3,600.00	
		Buyline Comment: NEWS										
	38	W-F	7P-730P	WHEEL	:30	\$1,300.00	09/12-09/14	3	1	3	\$3,900.00	
		Buyline Comment: WHEEL										
	39	M-F	7P-730P	WHEEL	:30	\$1,300.00	09/17-09/21	4	1	4	\$5,200.00	
		Buyline Comment: WHEEL										
	40	M-TU	7P-730P	WHEEL	:30	\$1,300.00	09/24-09/25	1	1	1	\$1,300.00	
		Buyline Comment: WHEEL										
	41	W-F	730P-8P	FACE TO FACE	:30	\$1,000.00	09/12-09/14	2	1	2	\$2,000.00	
		Buyline Comment: FACE TO FACE										
	42	M-F	730P-8P	FACE TO FACE	:30	\$1,000.00	09/17-09/21	3	1	3	\$3,000.00	
		Buyline Comment: FACE TO FACE										
	43	M-TU	730P-8P	FACE TO FACE	:30	\$1,000.00	09/24-09/25	1	1	1	\$1,000.00	
		Buyline Comment: FACE TO FACE										

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Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-566-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	SA	7P-730P	Wheel [MADE-GOOD BY LINE(S) 58]	:30	\$500.00	09/15-09/15 09/22-09/22	1 0	1 1	1 0	\$500.00	
	58	SA	930P-10P	Wheel [MKGD FOR SPOTS MISSED ON LN #44: 9/22(1/WK)]	:30	\$500.00	09/22-09/22	1	1	1	\$500.00	
	45	SA	730P-8P	Wheel [MADE-GOOD BY LINE(S) 58]	:30	\$375.00	09/15-09/15 09/22-09/22	1 0	1 1	1 0	\$375.00	
	46	TU	9P-10P	Wheel [MADE-GOOD BY LINE(S) 58]	:30	\$2,600.00	09/18-09/18	1	1	1	\$2,600.00	
	47	W	9P-10P	Wheel [MADE-GOOD BY LINE(S) 58]	:30	\$4,000.00	09/12-09/12	1	1	1	\$4,000.00	
	48	W	9P-11P	Wheel [MADE-GOOD BY LINE(S) 58]	:30	\$3,200.00	09/19-09/19	1	1	1	\$3,200.00	
	49	W-F	11P-1135P	Wheel [MADE-GOOD BY LINE(S) 58]	:30	\$1,200.00	09/12-09/14	2	1	2	\$2,400.00	
	50	M-F	11P-1135P	Wheel [MADE-GOOD BY LINE(S) 58]	:30	\$1,200.00	09/17-09/21	3	1	3	\$3,600.00	
	51	M-F	11P-1135P	Wheel [MADE-GOOD BY LINE(S) 58]	:30	\$1,200.00	09/24-09/25	1	1	1	\$1,200.00	
	52	W-F	1135P-1235A	Wheel [MADE-GOOD BY LINE(S) 58]	:30	\$750.00	09/12-09/14	3	1	3	\$2,250.00	

Rep Order# 6849036 Ver# 3 Mod# 1 Status Confirmed

Traffic Order# 106190

Last Received: 09/12/2012 6:59 AM
Showing Buylines: All Lines

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Station KSNV-TV LAS VEGAS, NV.
Advertiser () AFSCME
Product AFSCME
Estimate#
Buyer LISA CABANEL
Phone#
Fax#

Agency () CAMPAIGN GROUP
1600 LOCUST ST
PHILADELPHIA, PA 19102
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/25/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	53	M-F	1135P-1235A	TONIGHT SHOW	:30	\$750.00	09/17-09/21	5	1	5	\$3,750.00	
	Buyline Comment: TONIGHT SHOW											
	54	M-TU	1135P-1235A	TONIGHT SHOW	:30	\$750.00	09/24-09/25	2	1	2	\$1,500.00	
	Buyline Comment: TONIGHT SHOW											
	55	W-F	1235A-135A	LATE NIGHT	:30	\$425.00	09/12-09/14	3	1	3	\$1,275.00	
	Buyline Comment: LATE NIGHT											
	56	M-F	1235A-135A	LATE NIGHT	:30	\$425.00	09/17-09/21	5	1	5	\$2,125.00	
	Buyline Comment: LATE NIGHT											
	57	W-TU	1235A-135A	LATE NIGHT	:30	\$425.00	09/24-09/25	2	1	2	\$850.00	
	Buyline Comment: LATE NIGHT											
	59	M-F	430A-459A	EARLY TODAY	:30	\$200.00	09/17-09/21	1	1	1	\$200.00	
	Buyline Comment: EARLY TODAY											
	60	SU	12A-1A	L&O	:30	\$175.00	09/23-09/23	1	1	1	\$175.00	
	Buyline Comment: L&O											

---REPORT TOTALS---

Report Totals: 122 / \$99,700.00

---SALES MONTHLY TOTALS---

Sep 12: 122 / \$99,700.00
Sales Totals: 122 / \$99,700.00

Rep Order# 6849036 Ver# 3 Mod# 1 Status Confirmed

Traffic Order# 106190

Printed: 09/13/2012 9:58 AM
Last Received: 09/12/2012 6:59 AM
Showing Buylines: All Lines

7 of 7

Station KSNV-TV LAS VEGAS, NV.
Advertiser () AFSCME
Product AFSCME
Estimate#
Buyer LISA CABANEL
Phone#
Fax#

Agency () CAMPAIGN GROUP
1600 LOCUST ST
PHILADELPHIA, PA 19102
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/25/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Station Totals: 122 / \$99,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$453,182	CATV 0%	KBLR 0%	KINC 0%	KLAS 28%	KSNV 22%
		KTNV 12%	KTUD 0%	KVCW 2%	KVMY 1%	KVVU 35%
		XXXX 0%				

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12
Demos RA35+

--- CREDIT RISK ---

INSUFFICIENT INFO FOR CREDIT ASSESSMENT